JANUARY 1995 SHIPMENT SUMMARY VOLUME & SHARE

As of 1/31/95

	-	VOLU	ME		—	VOLUME	% CHANG	3E >
	JAN.	<u>3MM</u>	YTD	<u>12MM</u>	JAN.	<u>3MM</u>	YTD	12MM
Industry	33,300	115,159	33,300	486,301	-9.2%	- 6.7%	-9.2%	2.6%
РМ	15,261	52,512	15,261	218,657	-4.6%	-5.1%	-4.6%	8.5%
RJR	8,623	29,355	8,623	128,478	-19.5%	-13.8%	-19.5%	-10.4%
B&W	6,249	21,819	6,249	91,384	-5.0%	-1.8%	-5.0%	8.4%
Lorillard	2,645	8,886	2,645	36,606	0.7%	-0.2%	0.7%	9.7%
Liggett	516	2,563	516	11,078	-32.1%	-13.3%	-32.1%	-0.9%
						<u> </u>	त	
						OUADE		
	—	SHAR	E		-		CHANGE	103414
	JAN.	SHAR	E <u>YTD</u>	12MM	JAN.	<u>3MM</u>	YTD	
РМ	<u>JAN.</u> 45.83	SHAR <u>3MM</u> 45.60	YTD 45.83	12MM 44.96	JAN. 2.21	<u>3MM</u> 0.79	<u>YTD</u> 2.21	2.44
PM RJR	JAN. 45.83 25.90	SHAR <u>3MM</u> 45.60 25.49	YTD 45.83 25.90	12MM 44.96 26.42	JAN. 2.21 -3.30	<u>3MM</u> 0.79 - 2.08	<u>YTD</u> 2.21 -3.30	2.44 -3.84
PM RJR B&W	<u>JAN.</u> 45.83 25.90 18.76	SHAR <u>3MM</u> 45.60 25.49 18.95	YTD 45.83 25.90 18.76	12MM 44.96 26.42 18.79	JAN. 2.21 -3.30 0.83	3MM 0.79 -2.08 0.95	<u>YTD</u> 2.21 -3.30 0.83	2.44 -3.84 1.00
РМ	JAN. 45.83 25.90	SHAR <u>3MM</u> 45.60 25.49	YTD 45.83 25.90	12MM 44.96 26.42	JAN. 2.21 -3.30	<u>3MM</u> 0.79 - 2.08	<u>YTD</u> 2.21 -3.30	2.44 -3.84

Based on Preliminary MSA Estimates

Month 1/31/95/EJ

JANUARY 1995 PREMIUM SHIPMENT SUMMARY VOLUME & SHARE

As of 1/31/95

	◀	- VOLU	ME	-	─	VOLUME	% CHAI	NGE►
	JAN.	3MM	YTD	<u>12MM</u>	JAN.	<u>3MM</u>	YID	<u>12MM</u>
Industry	23,286	79,017	23,286	329,038	-5.5%	-3.9%	-5.5%	8.5%
PM	12,590	42,920	12,590	176,895	-1.8%	-1.6%	-1.8%	16.3%
RJR	5,290	17,974	5,290	76,768	-16.0%	- 9.9%	-16.0%	-5.9%
B&W	2,743	8,933	2,743	37,476	-2.4%	-4.9%	-2.4%	9.0%
Lorillard	2,524	8,503	2,524	35,023	0.3%	-0.6%	0.3%	9.6%
Liggett	134	666	134	2,781	-26.0%	-3.2%	-26.0%	-12.7%
			•	- m			25.676	12.1 /2
		SHAR	Ε			SHARE	CHANGE	
	JAN.	SHAR	E YTD		JAN.	SHARE 3MM	CHANGE YTD	= — ► 12MM
PM	JAN. 54.07	—— SHAR <u>3MM</u> 54.32	E <u>YTD</u> 54.07	12MM 53.76	JAN. 2.02	SHARE 3MM 1.27	CHANGE YTD 2.02	12MM 3.62
PM RJR	JAN. 54.07 22.72	— SHAR <u>3MM</u> 54.32 22.75	YTD 54.07 22.72	12MM 53.76 23.33	JAN. 2.02 -2.84	SHARE 3MM 1.27 -1.51	* CHANGE YTD 2.02 -2.84	12MM 3.62 -3.57
PM RJR B&W	JAN. 54.07 22.72 11.78	SHAR 3MM 54.32 22.75 11.31	YTD 54.07 22.72 11.78	12MM 53.76 23.33 11.39	JAN. 2.02 -2.84 0.37	SHARE 3MM 1.27 -1.51 -0.12	CHANGE <u>YTD</u> 2.02 -2.84 0.37	12MM 3.62 -3.57 0.05
PM	JAN. 54.07 22.72	— SHAR <u>3MM</u> 54.32 22.75	YTD 54.07 22.72	12MM 53.76 23.33	JAN. 2.02 -2.84	SHARE 3MM 1.27 -1.51	* CHANGE YTD 2.02 -2.84	12MM 3.62 -3.57

Based on Preliminary MSA Estimates

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